Will build cars for three divisions

Olds Lansing complex prepares for GM20

By Jenny L. King
Staff Writer

LANSING. — The plant where America's most popular car in 1983 was built is shut down. It will reopen in a few weeks with all-new products being assembled on the lines, including makes never before built on these premises.

Oldsmobile's Olds/Fisher-Lansing complex, site of Cutlass Supreme assembly until the first week in April, is the new home of the 1985 GM20 cars. The complex will continue to have a 120 car-per-hour capacity after change-over and it will remain GM's largest car assembly facility in North America, according to Oldsmobile.

But for the first time in its almost nine-decade history, Oldsmobile will put together cars other than its own.

"We have never assembled Buicks, Pontiacs or any other division's nameplates," said James C. Rucker, director of products, strategic and business planning at Oldsmobile.

"Thus, GM20 will change that 86-year tradition. Now, we will build GM20 cars for three divisions — Oldsmobile, Buick and Pontiac," the GM20 program manager told reporters at a plant preview.

Six speakers described the technology and procedures and the role of employes in the new cars, the Oldsmobile Calais, Buick Somerset Regal and Pontiac Grand Am.

Mid-May, the body parts lines are expected to be functioning. June 18 is target date for completion of the first production GM20 car.

Sixty-one test vehicles already have been built, Rucker told his audience of newspaper reporters and various GM management and labor representatives.

"The prototypes were built with the help of some of our assembly plant hourly personnel. This is double innovation," he said. "Sixty-one is a large number of test vehicles, and prototypes are usually built by engineers, not by assembly plant people."

Some three million hours of training for both Oldsmobile and Fisher Body-Lansing people precedes startup of the GM20 run. Training began a year ago with persons who would be installing the new equipment.

The current educational efforts focus on 2,500 hourly and salaried employes, for a minimum of 80 hours each, who will be most directly involved in assembly of the new two-door passenger cars.

The Oldsmobile/Fisher-Lansing facilities will be the most integrated of any GM plant location, according to Oldsmobile. All major sheet metal parts for the cars will be produced at Oldsmobile's stamping plants and shipped next door to the Fisher facility four times a day.

There, the sheet metal parts will be assembled into bodies, painted, trimmed — with 70 percent of the welding work done by robots, compared with the recent 10 percent — then trucked immediately to Olds' two final assembly plants less than two miles away.

• The Fisher-Lansing and Oldsmobile facilities will use more robots than now are on line in any other GM assembly facility: A total of 219.

A "master cube" measures sheet metal fits and general build specifications. Tens of thousands of mathematical data points, plotting the perfect GM-20 vehicle, are computer-stored. A scanner, large enough to encompass the entire vehicle being tested, has the ability to scan the metal surfaces and compare them with the master data base.

The cube serves a number of functions, beginning as a gauge with prototype parts. It is a diagnostic tool prior to production and will be a watchdog helping maintain process control once production begins.

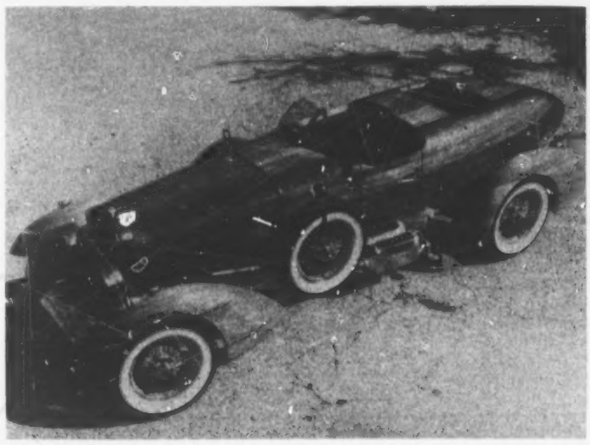
Extensive application of an Automatic Guided Vehicle System will allow major portions of the new cars to be built in station, with each operator able to stop the process to make immediate corrections as needed.

Vendors are expected to ship 100 percent to specification, Rucker said. No receiving inspection is planned.

Fisher Body's $80-million paint department addition features a clean room enclosing all paint preparation and spray booth areas. There, temperature and humidity levels will be automatically controlled and, with positive atmosphere, air flows out rather than in when any door is opened.

Other similar precautions reduce the risk of contamination in the multi-coat high-gloss enamel paint processing technique.

The Oldsmobile Calais, to be marketed primarily to 25-to-44-year-olds, will be available as a two-door with choice of two engines and manual or automatic transmission in the 1985 model year. Four-door sedans are planned the following year.



An automotive sculpture

Camelot Classics Corp., Ventura, Calif., handcrafted this automotive sculpture called the Phariance. It is constructed of hickory, Honduran mahogany and brass and is the result of a two-year effort by Camelot's founders, Fritz R. Huntsinger and Ray Kinney. It will be on display at museums and art galleries.

Luxury cars, trucks figure in House tax bill

WASHINGTON.—The House has passed a mammoth tax bill designed to increase revenues by $49.2 billion over the next four years.

The bill would limit tax credits and deductions on luxury cars used for business purposes to $21,000 and eliminate demonstrator cars as a taxable fringe benefit for auto salesmen as long as the cars are used primarily for business.

It would also limit the highway use tax on heavy trucks to $500 per year maximum and increase diesel fuel taxes to 14.5 cents per gallon on vehicles weighing more than 10,000 pounds.

Meanwhile, the Senate passed its own considerably different tax package.

Included in the Senate package is a provision to declare open-end auto leases as leases, not conditional sales, for tax purposes.

Other provisions are: Requiring luxury cars to be used at least 90 percent for business before their owners can claim tax benefits and deductions; reducing the tax on methanol vehicle fuel from 9 cents to 4½ cents per gallon; adopting the Reagan Administration's enterprise zone tax bill, and making various changes in heavy truck and fuel taxes, including exempting piggyback trailers from sales tax.

The House and Senate will meet in conference after the Easter recess to create a single tax bill.

Bitterness grows in design and engineering areas

Salaried staffs rip Ford programs

By Marjorie Sorge
Labor Editor

Salaried workers at Ford Motor Co. with good job reputations can get a "Golden Handshake" to quit.

The Ford plan, called the Career Progress Review Program, is open to salaried workers with satisfactory or above-average job reviews who want to leave the company.

News Analysis

The workers are given an office and access to a phone for about a month to look for a new job and Ford personnel also help them sharpen their resume skills.

Then, depending on the years of service, Ford will pay the workers 50 percent of their salary for one to 20 months. And some company-paid insurance benefits are continued for at least 13 months. All coverage stops if the worker gets a new job unless he or she is over retirement age.

Many salaried workers are questioning Ford's motives in these programs, complaining that all the older workers are leaving, only few young ones are being hired and retirees are not being replaced.

They question the future of Ford as a viable operation in the U. S. without a core of older workers to train the youngsters. Most of the complaints are coming from the technical and engineering communities. Few of those workers have participated in the "golden handshake."

According to some older workers, those over 50 are "fed up" with the company and are just biding their time until they qualify for 30 and out or until "their kids get out of college."

Others are taking advantage of the golden handshake and finding work at job shops for sometimes up to $70,000 a year, according to some salaried people. Others are going to work at American Motors, Chrysler Corp. or General Motors where the pay scale is higher.

While the maximum monthly pay for a Grade B Senior Designer at Ford is $3,035 plus cost-of-living-adjustments (COLA), the equivalent classification at Chrysler gets $3,305; at AMC, $3,694, and at GM, $3,829, all plus COLA.

Ford has been on an austerity program to trim down the workforce and cut other costs. But many of the workers left in the design and engineering areas are bitter about cuts in benefits and what they consider to be less than sufficient profit-sharing checks.

They are also angry about reductions in the workforce and are worried that they could be next.

In early 1980, Ford announced it intended to make severe cuts in its workforce to trim away layers of management and other layers of fat.

In North American Automotive Operations, the workforce has dropped about 25 percent from 53,127 on Dec. 31, 1979, to 39,916 by Dec. 31, 1983. In the technical and engineering community, cuts amounted to about 20 percent from 16,686 for year-end 1979 to 12,903 for year-end 1983. (This includes only product engineering, not manufacturing engineering.)

According to a Ford spokes-

Continued on Page 65, Col. 1

Special Edition Isuzu Impulse

In celebration of its first anniversary, Isuzu's Impulse will be available in a limited number of Special Edition versions. Unique to the SE model of the GT coupe are its dark metallic charcoal color, goldtone striping and wheel color, special interior fabric and leather-wrapped steering wheel. Price is about $12,000, Isuzu said.

Lansing to begin output June 18 on GM20 cars

LANSING. — Assembly of the first of the GM20 cars, Oldsmobile Calais and Buick Sumerset Regal, will start here June 18. A second line producing Calais and Pontiac Grand Am will start up Aug. 6, Oldsmobile manufacturing specialists told a press gathering here.

The GM20 is the designation for the front-drive cars fitting in size between the A-body and J-body cars.

On March 6, production of Olds 88 and Ninety-Eight stopped and the lines will be down for 20 weeks. On April 6, the newer Cutlass lines shut down for 10 weeks

"For the first time in a long time our assembly lines fell silent. For many months the 88, Ninety-Eight and Cutlass lines were on all the overtime our local contract allowed," said Joseph J. Sanchez, Oldsmobile general manager.

Startup plans call for three shifts initially — two in one assembly plant and one in the second — instead of four shifts on rear-wheel-drive production. Output will be increased to four shifts — two on each line — early in the model year, Sanchez said.

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59th year — No. 5017

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Council chairman hails new franchise

Ford of Canada revises dealer pact

By Richard Johnson
Staff Writer

After two years of negotiations, Ford of Canada and its dealer body have put together a revised sales and service agreement that includes new protections against overdealering and excessive fleet sales outside the franchise network.

The new Ford agreement gives Canadian dealers provisions not currently available to their U. S. counterparts, but dealer groups in both countries say differences in U. S. and Canadian auto franchising laws make a direct comparison difficult.

Gilles Richard, chairman of the Ford Dealer Council in Canada, has hailed the new pact as "a leader in automotive industry sales agreements."

Ralph Forbes, president of the Federation of Automobile Dealer Assns. of Canada (FADA), called it "a considerable improvement over our previous agreement."

The dealer council negotiating committee, working with FADA, reached agreement on several issues which dealer representatives say benefit franchise-holders.

The dealer groups are especially enthusiastic about the new fleet sales provision, which calls on the company to formally recognize the dealer distribution network. Ford of Canada has agreed to report direct-sales totals to dealers and compensate outlets which service vehicles sold directly by the company.

The new standard on overdealering requires Ford of Canada to follow the same procedures that govern the opening of new sales outlets when filling dealer locations vacated for a year or more. The company must notify and make market data available to dealers, who have the right to challenge decisions through Ford's internal appeal procedure.

• The agreement covers 639 Ford and Lincoln-Mercury dealers in Canada. Signing by individual dealers throughout the country is slated to take place this summer.

"We're very pleased with the new agreement," said Forbes. "Ford of Canada management showed a willingness to listen and a general interest in dealer concerns. The negotiating units didn't always agree, but they communicated and I think that is an important attitude."

"We are very, very satisfied," added Richard, a Ford dealer in Montreal.

Duncan Read, FADA's director of industry relations and a key figure in the Ford agreement negotiations, said the two sides overcame some fundamental differences.

"Both parties initially took some positions from which they said they would not budge," he said. "But I've got to stress that there was a lot of fair-minded negotiations on both sides."

A spokesman for Ford of Canada said the new terms reflect a "periodic re-edit of the agreement."

"We're reluctant to discuss it publicly since it has not been seen and approved by the dealer body," he said.

Read, an attorney, said basic differences in U. S. and Canadian law make it hard to compare documents. But, overall, he judged the new Ford of Canada pact superior to sales and service terms for Ford dealers in the U. S.

"I have my Canadian bias, but I think this agreement is much better than the U. S. agreement," he said. "It does a number of little things which give the dealers in Canada more control over their businesses. It is significantly better than what they had before, and I suspect it is better than the U. S. (Ford) agreement."

• Read said the new Ford dealer package ranks high among all manufacturer- dealer agreements now in place in Canada.

"If the GM agreement (which expires in Canada and the U. S. in late 1985) improves as much as this one, the GM dealers will be very happy," he said.

"I think, frankly, the Canadian agreement is as good as (Ford's) U. S. agreement and in many respects I feel it is superior," said Forbes. "But, of course, U. S. laws differ from Canadian laws."

Earl Quist, an associate director for communications/industry relations at NADA, said he has reviewed the Canadian agreement, but has not checked it closely enough to draw comparisons with Ford dealer provisions in the U. S.

"I haven't compared it side by side with the U. S. agreement," he said. "I'm told by the dealer association up there that they have made some advances for dealers, but I really couldn't comment."

Quist noted that the U. S. Ford agreement does not include specific language to protect dealers from direct fleet sales by the company.

"The greatest single thing about this agreement is that Ford of Canada actually does recognize that the dealer network is its primary distribution system," said Forbes. "I think every manufacturer would say dealers are the primary method of distribution. But none of them say it in their sales and service agreement other than Ford."

Ford of Canada apparently has gone a long way toward rectifying an old sore spot with its dealers by agreeing to limit the company's right to sell, lease or loan Ford products.

Richard said the dealer council was initially unwilling to accept any direct fleet sales, but he said a compromise was reached with the company.

"We have to admit there are certain accounts we can't touch, although there are not more than five or six or 10," said Richard. "Ford is still going to sell some units directly, but every year they have to report the number of units and the number of accounts."

• Read said the annual reporting requirement allows the dealer council to know how much direct-sale activity is occurring.

"There is no limit on the number," he said. "It is a reporting mechanism. If the number were to jump suddenly, it would be up to the Ford Dealer Council to say it is becoming a serious problem."

Read said compensation of dealers who service fleet units sold directly by the company is also an important clause.

"As a practical attempt to resolve the fleet subsidy problem, this is a good effort," said Read.

The new standards for overdealering basically require the company to fill open points vacant for at least one year in the same way new dealerships are added. Before a franchise is awarded at a new location, Read said, the company informs existing dealers in the area, conducts surveys and provides market data.

"If Ford chooses to put in a dealership," Read said, "and the dealer is able to offer reasonable evidence (why it should not be established), the dealers could take it to Ford's internal appeals and arbitration procedure, and ultimately take it to court."

"Before, if a dealership closed its doors, Ford could reopen it without discussing the matter with anybody," said Richard. "But now, if the open point has been closed for a year or more, they have to discuss it with the dealers."

Some U. S. dealer agreements provide for notification of nearby dealers before a new dealership is opened, according to Bill Newman, an associate director for communications / industry relations at NADA. But there is apparently no standard for open points.

Newman said several states have adopted statutes which set requirements for establishing new sales outlets and filling vacated sites. However, he said, most of the laws are relatively new and haven't been in place long enough to develop court guidelines.

• Also included in the new Ford of Canada agreement is a clause linking sales volume with the number of demonstrators a dealer is required to maintain

Previously, the company specified the number of demonstrators dealers had to have and was free to change the requirement at any time.

"Now, they can't simply require everyone to have 10 demonstrators as a way to sell more cars," said Read.

The new agreement provides that warranty claims must be paid "as expeditiously as practical." Read said the dealers sought to impose a specific time period for payment of claims, but Ford would not agree.

"We took the 'as expeditious as practical' approach so a dealer could march into court and show what industry practice is," Read said. "This is a big point when the economy is not going well, or when Ford has a cash flow problem."

The company has also eased requirements affecting share structure and financing reporting obligations. Previously, a Ford dealer in Canada had to report any change in share structure to the company. The new agreement permits franchise-holders to make a change without notifying the company, so long as it does not affect majority ownership.

The new agreement provides that Ford must pay a terminated dealer 75 percent of monies owed within 60 days, and the balance as soon as practical.

"It is historic to the industry that termination payments can drag on for months and months," said Read. "After a dealer is out of business and has shipped parts back to the company, there was no obligation for the factory to pay off its debt to dealers. This brings (Ford dealers) into line with what I understand to be U. S law."

Sweepstakes winners

Mr. and Mrs. Albert Perry, Pleasant Hill, Mo., take delivery of a 1984 Buick Skyhawk which they won in Converse Corp.'s sweepstakes. Pictured with the Perrys are Jeff McHenry, sales manager, Howard McHenry Motors, Inc., Harrisonville, Mo., and Bob Cochran, Buick district manager.

Jacobs sells interest

CHICAGO. — Alan Jacobs has sold his interest in Jacobs Twin Buick here. Harold Jacobs will continue to operate the 30-year-old dealership with members of his family.

Where auto market was in first quarter

	Total Sales	Pct. of Total
SUBCOMPACT	375,740	14.54
COMPACT	459,100	17.77
INTERMEDIATE	693,764	26.85
STANDARD	265,212	10.27
LUXURY	200,793	7.77
IMPORT	588,966	22.80
TOTAL	2,583,575	100.00

COMING

As a part of your regular yearly subscription, we're sending you the single most important year-long reference source: the **1984 Market Data Book**. This inclusive annual source of car and truck vehicle facts and figures is far more than a statistics compilation. It includes detailed data, charts and analyses that help define industry patterns and trends in such areas as:

- **Retail price comparisons 1983-1984 for import and domestic vehicles**
- **Associations and buyers guide**
- **Options and accessories listings**

...and much more!

Look forward to this reference to compare the past with the present, to plan for the future.

Automotive News
1984 Market Data Book
April 25, 1984

U. S. CAR SALES BY MARKETING UNITS

	March, 1984	March, 1983	3 Mos., 1984	3 Mos., 1983
Chevrolet	160,147	111,977	396,151	280,931
Ford	120,541	94,203	322,410	224,387
Oldsmobile	106,337	92,519	219,578	230,806
Buick	85,575	73,106	226,376	182,474
Toyota	39,274	51,505	119,145	135,954
Pontiac	70,648	45,639	177,873	106,693
Nissan	43,024	49,223	115,116	135,733
Mercury	48,853	35,923	129,868	85,714
Honda	46,626	32,556	132,938	93,514
Dodge	37,415	33,558	101,826	80,912
Plymouth	30,210	32,243	84,311	71,785
Cadillac	26,755	27,925	76,073	66,292
Chrysler/Imperial	28,252	25,234	75,403	56,572
AMC-Renault	17,911	20,707	52,756	52,975
Mazda	14,930	18,196	40,424	45,483
Volkswagen of America	26,530	20,096	72,706	52,375
Subaru	11,637	14,383	38,511	38,642
Lincoln	14,143	9,653	35,651	23,788
Volvo	9,742	8,265	27,239	22,931
Mercedes-Benz	7,947	6,954	20,584	16,013
BMW	5,890	4,707	15,395	12,607
Mitsubishi	3,304	3,222	9,887	7,091
Saab	3,279	2,245	8,415	5,999
Isuzu	1,014	3,023	3,669	5,668
Jaguar	1,786	1,441	3,871	2,958
Peugeot	1,672	1,629	4,691	3,761
Fiat	.....	330	.....	1,451
Alfa Romeo	341	320	709	609
TOTAL	963,783	820,782	2,583,575	2,044,116

factories list auction dates

American Motors

April 17—D-A Auto Auction, New Stanton, Pa., and High Point Auto Auction, High Point, N. C.

April 18—Columbus Fair Auto Auction, Obetz, O.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason City, Ia.

April 19—Minneapolis Northstar Auto Auction, Shakopee, Minn.; Evansville Auto Auction, Evansville, Ind., and Todd Auto Auction, Telford, Pa.

April 24—Aptco Auto Auction, Taylor, Mich.

April 25 — Columbus Fair Auto Auction, Obetz, O.; Kansas City Auto Auction, Kansas City, Mo.; Southern Auto Auction, Warehouse Point, Conn.; Metro Milwaukee Auto Auction, Caledonia, Wis., and Central States Auto Auction, Mason, Ia.

Used Car Sales
Auction Averages

April to date	$5,604
Month ago	$4,877
Year ago	$5,045

April 26—Minneapolis Northstar Auto Auction, Shakopee, Minn., and Evansville Auto Auction, Evansville, Ind.

April 27—Floyd Hauhe Auto Auction, Bridgeton, Mo., and Concord Auto Auction, Acton, Mass.

Ford Motor Co.

April 17—Harrisonburg Auto Auction, Harrisonburg, Va.

April 18—Concord Auto Auction, Acton, Mass., and Central States Auto Auction, Mason City, Ia.

April 19 — Nashville Auto Auction, Nashville, Tenn., and 166 Auto Auction, Springfield, Mo.

April 24—Aptco Auto Auction, Taylor, Mich.

April 25—Golden Gate Auto Auction, Fremont, Calif., and Minneapolis Northstar Auto Auction, Shakopee, Minn.

April 26—Skyline Auto Exchange, Fairfield, N. J.

General Motors

April 17 — Southern Auto Auction, E. Windsor, Conn., and South Seattle Auto Auction, Kent, Wash.

April 18—Metro Auto Auction, Kansas City, Mo.

April 19—Indianapolis Auto Auction, Indianapolis, Ind.

April 25—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C., and Golden Gate Auto Auction, Fremont, Calif.

April 26—Butler Auto Auction, Gibsonia, Pa.

May 2 — Golden Gate Auto auction, Fremont, Calif.

May 2—Aptco Auto Auction, Taylor, Mich.; Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

Model breakdown
Auction Averages

	April To Date	March	February
1984	$14,814	$12,302	$10,278
1983	9,157	8,066	8,567
1982	7,010	6,357	6,218
1981	5,485	5,393	5,154
1980	4,944	4,351	4,526
1979	4,375	3,698	3,469
1978	2,996	2,744	2,421
1977	2,248	2,365	1,907
Overall Average	$ 5,604	$ 5,162	$ 5,340

May 8—Florida Auto Auction of Orlando, Orlando, Fla.

May 9—Hatfield Auto Auction, Hatfield, Pa., and Northstar Auto Auction, Shakopee, Minn.

May 10—Nashville Auto Auction, Nashville, Tenn.

May 15—Southern Auto Auction, E. Windsor, Conn.

May 16—Metro Auto Auction, Kansas City, Mo.

May 17 — Indianapolis Auto Auction, Indianapolis, Ind.

May 22—Seattle Auto Auction, Kent, Wash.

May 23—Arena Auto Auction, Chicago, Ill.; Clanton's Auto Auction, Darlington, S. C.; Brasher's Auto Auction, Fontana, Calif., and Omaha Auto Auction, Omaha, Neb.

May 24—Butler Auto Auction, Gibsonia, Pa.

May 31—Aptco Auto Auction, Taylor, Mich., Dallas Auto Auction, Dallas, Tex., and Floyd Hauhe Auto Auction, Bridgeton, Mo.

auction directory

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Contact the auction of your choice or **Dave DeWolf** at **800/521-4360** for details

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Ad help offered to dealers who guarantee discount sales

By Joseph Bohn
Marketing Editor

A California company is cooping dealer ads, and offering guaranteed discounts, as a way of merchandising cars.

The company has 250 dealers in California and Nevada subscribing to its "Dealers Insider Service" (the company name) and plans to expand into other states.

For a fee which varies from dealer to dealer, the company puts together brochures and ads, listing dealer members who agree to sell cars (most models) for no more than 10 percent over cost and also provide a similar discount on parts and service.

It's like an auto broker advertising a list of willing-to-discount dealers, though Rick Feldman, vice president of operations, says his company is in no way a broker.

People buy directly from dealers with his service, he points out, and there is no commission or remuneration to his firm other than that included in the co-op ad fee.

People pick the dealer they want, and get a guarantee of at least so much of a discount (on most cars).

The brochure listing the participating dealers is distributed quarterly by California credit unions to their members. Dealers Insider Service also places ads in AAA publications to publicize its dealers.

More recently, it signed with ON cable TV to have its dealer brochure distributed to 300,000 cable subscribers in Southern California.

Feldman said, "We do what it takes to get as many numbers as possible around our participating dealers, and we also keep an eight-to-10-mile radius between like makes of dealers," to avoid having two Chevy stores, for example, competing for the same customers in the same area.

• He claimed the cost of reaching some 3.5 million people in California, for example, is less than a penny a person to a participating dealer, but he declined to give an estimate of how much his service actually costs the average dealer.

Feldman also claimed that the prices to customers end up being as good or better than fleet prices.

That is debatable in view of the extra allowances that companies normally allow dealers on fleet sales.

The whole concept of offering cars at no more than 10 percent over dealer cost is undoubtedly more viable in California, where import stores often sell at full sticker, than it would be in many other areas, where dealers typically advertise those kinds of discounts or more on their own.

Told that many dealers in different parts of the country advertise and sell cars for less than 10 percent over cost, Feldman said, "Where? Where are they?"

Then, he added, "We've been deluged by people and dealers (in other areas) to put the program in."

For competitive reasons, he declined to say into which other states his company was going "in the near future, though probably it will be in the West."

Dealers Insider Service was reportedly designed to fill a gap of providing year-around discount guarantees to credit union members after the collapse of two auto broker firms in California.

NEW-CAR STOCKS

	Apr. 1, 1984	Mar. 1, 1984	Apr. 1, 1983
Alliance	83	68	47
Encore	88	68	...
Spirit	...	...	148
Concord	...	...	87
Eagle	94	90	95
AMERICAN MOTORS	86	70	58
Horizon	47	50	63
Reliant	65	68	45
Turismo	69	67	60
Gran Fury	37	30	43
Plymouth Total	59	61	50
LeBaron	62	59	58
Laser	86	72	...
Cordoba	...	...	66
Fifth Avenue	69	57	64
New Yorker E	65	65	45
E-Class	69	57	68
Chrysler Total	69	62	60
Omni	54	53	58
Daytona	86	90	...
Charger	75	77	57
Aries	74	69	60
Dodge 400	73	76	66
Mirada	...	...	107
Dodge 600	87	79	72
Diplomat	49	64	54
Dodge Total	71	71	62
CHRYSLER CORP.	67	65	57
EXP	65	64	103
Escort	55	56	53
Fairmont	...	...	47
Tempo	66	61	...
Mustang	60	49	83
Thunderbird	69	71	67
LTD	53	58	66
Crown Victoria	56	54	47
Ford Division	59	58	59
LN7	...	...	80
Lynx	67	77	60
Topaz	71	70	...
XR-7	65	56	42
Zephyr	...	...	35
Marquis	36	41	64
Grand Marquis	44	48	40
Capri	75	73	96
Total Mercury	55	56	52
Continental	66	55	55
Lincoln	21	25	40
Mark VII	85	76	68
Lincoln Total	42	44	51
FORD MOTOR CO.	57	57	56
Skyhawk	81	90	67
Skylark	80	87	82
Century	41	54	53
Regal	57	54	...
LeSabre	45	53	46
Electra	68	46	55
Riviera	56	60	60
Buick Division	57	61	59
Cimarron	112	94	82
Eldorado	43	36	46
Cadillac	51	44	48
Seville	42	36	48
Cadillac Division	51	45	50
Chevette	49	70	77
Cavalier	54	52	38
Citation	34	116	108
Camaro	68	67	64
Celebrity	47	60	51
Malibu	61	52	48
Monte Carlo	82	99	60
Chevrolet	64	67	59
Corvette	47	44	80
Chevrolet Division	56	69	61
Firenza	84	84	68
Cutlass/Ciera	32	36	46
Omega	87	80	80
Cutlass Supreme	49	44	41
Olds 88	38	40	29
Olds 98	38	33	40
Toronado	64	56	56
Oldsmobile Division	45	44	40
Fiero	12	14	...
T1000	80	91	87
J2000	71	88	45
Phoenix	91	118	122
Firebird	52	62	63
A6000	39	45	47
Bonneville	78	71	46
Grand Prix	82	88	62
Parisienne	71	83	...
Pontiac Division	55	62	60
GENERAL MOTORS	53	58	54
VOLKSWAGEN	100	88	94
HONDA	20	13	25
Total Cars U. S.	56	59	56
Subcompact	57	58	62
Compact	66	67	58
Intermediate	54	60	59
Standard	50	54	46
Luxury	51	44	51

Despite small gain in units stocked

Car inventory cut to 56-day supply

Continued from Page 1

they were all close, giving the April 1 inventory a remarkable balance.

On April 1, the industry had the following days supplies by market class: Subcompact, 57; compact, 66; intermediate, 54; standard, 50, and luxury, 51.

A month earlier, days-supply figures by market class were: Subcompact, 58; compact, 67; intermediate, 60; standard, 50, and luxury, 44.

The April 1 domestic inventory was divided this way among the market segments: Subcompact, 18.87 percent; compact, 26.91 percent; intermediate, 33.66 percent; standard, 12.16 percent, and luxury, 8.40 percent.

A month earlier, the inventory was divided as follows: Subcompact, 18.82 percent; compact, 26.69 percent; intermediate, 34.73 percent; standard, 12.06 percent, and luxury, 7.70 percent.

• The April 1 days-supply figures by market class were:

Subcompact—Fiero, 12; Accord, 20; Horizon, 47; Chevette, 49; Omni, 54; Escort, 55; EXP, 65; Lynx, 67; Turismo, 69; Charger, 75; Pontiac 1000; 80; Alliance, 83; Laser, 86; Daytona, 86; Encore, 88, and Rabbit, 100.

Compact—Firebird, 52; Cavalier, 54; Mustang, 60; LeBaron, 62; Reliant, 65; Tempo, 66; Camaro, 68; Topaz, 71; Pontiac 2000, 71; Dodge 600 two-door, 73; Aries, 74; Capri, 75; Skyhawk, 81; Firenza, 84; Eagle, 94, and Cimarron, 112.

Intermediate — Cutlass Ciera, 32; Marquis, 36; Pontiac 6000, 39; Century, 41; Celebrity, 47; Cutlass Supreme, 49; LTD, 53; Regal, 57; Malibu, 61; Cougar, 65; New Yorker E, 65; Citation, 68; Thunderbird, 69; Chrysler E Class, 69; Bonneville, 78; Skylark, 80; Monte Carlo, 82; Grand Prix, 82; Omega, 87; Dodge 600, 87, and Phoenix, 91.

Standard — Gran Fury, 37; Olds 88, 38; Grand Marquis, 44; LeSabre, 45; Diplomat, 49; Crown Victoria, 56; Chevrolet, 64, and Parisienne, 71.

Luxury—Lincoln, 21; Olds 98, 38; Seville, 42; Eldorado, 43; Corvette, 47; Cadillac, 51; Riviera, 56; Toronado, 64; Continental, 66; Electra, 68; Fifth Avenue, 69, and Mark VII, 85.

Greenwald is silver

Burton W. Greenwald, right, whose Akron Chevrolet dealership bears his name, receives a 25-year-dealer award from D. S. West, Chevrolet Cleveland zone manager.

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Chrysler sues to block deal

GM-Toyota venture wins FTC blessing

Continued from Page 1

Dec. 31, 1997, whichever comes first).

It will make some 250,000 vehicles a year, a car modeled on the Toyota Corolla line to be sold by Chevrolet dealers. Any further expansion beyond that would require prior FTC approval (although Toyota could make a car for export to Japan).

Because FTC staff recognized there exists the potential for anti-trust violation, the commission required a consent agreement. This limits exchange of competitively sensitive data (especially price-sensitive kinds) to the extent needed to accomplish NUMMI's legitimate needs.

The only change made in the consent order before final FTC approval was to include "product development and engineering activities" among the subjects which have limited treatment. The companies are also required to keep records so FTC can monitor compliance with the consent order.

The positions and arguments of the five commissioners have not changed since last December when they gave their tentative approval.

Chairman James C. Miller III said the joint venture will increase the total number of small cars available, thus allowing consumers wider choice at lower prices, despite the current restrictions on Japanese imports.

He believes NUMMI's car will cost less to make than if GM had to rely on some other source. Moreover, he said, GM will have a "valuable opportunity" for GM to learn the Japanese way and this may become a model for other makers to emulate.

Commissioner Michael Pertschuk, a former FTC chairman whose term will expire this September, continued his strong opposition. The FTC's final approval, he said, is a "gift from the American public to GM and Toyota's workers."

The most likely result, he added, is "upward pressure" on GM and Toyota prices, with the rest following along. And why, he asked, the U. S.' biggest company and Japan's biggest, each price setters in their respective countries? Why not Isuzu, where GM already has a 34 percent interest, and where there would be far fewer, if any, antitrust problems?

• Pertschuk noted the "key role" played by Japanese export quotas (which, he said, already allow Toyota dealers to charge a premium of $2,000 to $4,000 above list price).

The FTC staff believed that since the Japanese cost advantage is likely to stay for some time, so will the "voluntary" restraints or some legislated equivalent like domestic content and approval of the GM/Toyota deal may be helpful in "evading" the quotas. Pertschuk refused to accept this line "which amounts to elevating the evasion of national policy to an antitrust defense."

Moreover, Pertschuk added, the limits on exchange of data to that which is "needed" is not even really possible to do or to monitor. The public should take "little comfort" in these strictures since there will always be "informal and casual" communications, he said.

Pertschuk also fought the FTC decision allowing formation of NUMMI early — before closing of comments, before the period set by law, and before final approval — and he fought Chairman Miller in a series of letters between the FTC and Rep. Florio. But that is now made moot by the final approval.

The main points made by Pertschuk were that GM now does not have to make its own small car, and the long-term interest of workers and the public will suffer, and Toyota can avoid coming into the U. S. to build its own plant since it can make more money and get around the quota on its cars by selling parts and components to NUMMI and be assured of profit on each of those cars sold to GM.

Commissioner Patricia Bailey, the other dissenting member, feels the Joint Venture breaches the antitrust laws and that the claimed "efficiencies" are "more a product of friendly guesswork than verifiable calculation."

The consent order, she added, not only does not prevent data exchanges but it "embodies a formula for establishing the wholesale price for the joint-venture car which is very likely to reduce retail price competition between GM and Toyota."

Sportique holds charity food drive

Sportique Motors, Ltd., a Jaguar and Peugeot dealership in Huntington, Long Island, N. Y., has completed its fourth annual charity food drive. Tom Lederer, left, dealership vice president, and Eliot Brown, president, pose with this year's contribution to the Huntington Community Food Council.

All five indicators share advances

Service Index scores record gain

Continued from Page 1

ships for repairs and maintenance."

A dealer in the South said "business is just getting better. People are just spending more for everything, including new cars and service."

A dealer in the Rocky Mountain area attributed a lot of the increase to the severe winter that area experienced and the jump in new and used-car sales.

"A lot of people are getting their vehicles serviced and repaired following one of the worst winters we've ever had," he said. "We also sold a lot of new and used cars in the past year, and those folks are coming back for service and parts now that we have a break in the weather."

Dealers also noted that motorists are keeping their cars longer and are "spending money to keep them running."

"They are reaching the point where they have to spend money to keep their vehicles on the road," one dealer said. "We didn't run any service specials nor did we have any adverse weather conditions. People are just more cognizant of taking better care of their vehicles because of the high cost to replace them."

• Some dealers say many motorists are coming back to the dealership for routine service because service stations and independent shops, including chain outlets, have closed their doors.

In February, all five indicators used in the Service Index scored strong gains, led by shop part sales, those used on both customer-paid and warranty work, which were up 31.5 percent over the year-earlier figure.

Sales of all parts and accessories registered an increase of 28.7 percent, followed by gross profit on all labor, parts and accessories sales — the most important barometer from the dealer's viewpoint — up 25.6 percent above the figure recorded in February, 1983.

Total labor sales (customer-paid and warranty) topped last year's volume by 24.1 percent, while repair orders written were up 22.0 percent, the biggest monthly increase since August, 1976, when RO's jumped 21.3 percent over the year-earlier figure.

Figures used in the Service Index are averages compiled from reports on shop business from a cross-section of the nation's new-car dealerships.

For the two-month period of 1984, service and parts business was 122.0 percent of the volume attained for the same period the year before.

Sales of all parts and accessories showed an increase of 27.6 percent for the period, followed by shop parts sales, up 26.6 percent, and gross profit, up 22.0 percent.

Labor sales increased 18.5 percent, while repair orders written advanced 14.5 percent.

Rollback should be a felony, odometer hearing is told

WASHINGTON. — Rolling back odometers to reflect lower mileage on used cars should be made a felony carrying a three-year maximum jail term, the Department of Transportation has told a Senate Transportation subcommittee.

However, DOT does not support federal legislation requiring all states to list odometer mileage on their vehicle titles. Nor does the agency support development of an odometer standard requiring the use of tamper-resistant odometers.

NHTSA Administrator Diane Steed told the Senate Surface Transportation subcommittee only six states and the District of Columbia do not require odometer readings on their titles. "We expect the list to shrink further, as it becomes apparent to the remaining states that they are being used as laundromats to wash titles soiled by high odometer readings," Steed said.

• Legislation recently introduced by Senator James Exon, Nebraska Democrat, would require all states to carry odometer readings on their titles. Steed told Exon that although DOT would like to see accurate mileage figures on all titles, legislation to accomplish this should come from the states, not the Federal Government.

Steed said DOT would be willing to re-examine its position should state efforts in this area falter.

The chairman of NADA's Governmental Relations Committee, C. C. Gunn, told the subcommittee his organization supports Exon's bill, saying it would create a record through which odometer tampering could be traced.

• Gunn said odometer fraud is costing consumers an average of $750 per car in cases where the odometer has been rolled back, a total cost to all consumers of $2 billion annually.

Former NHTSA administrator, Joan Claybrook, testified that odometer fraud constitutes a safety problem since consumers will not be able to assess when preventive maintenance is necessary to keep their vehicle in good operating condition.

Claybrook criticized NHTSA under the Reagan Administration for abandoning the tamper-resistant odometer standard, which she claimed would have cost an average of $1 per car.

New Pontiac dealer

Brett W. Coker, seated, is welcomed as a new Pontiac dealer by Don H. Fielder, car distributor with Pontiac's Kansas City zone. Coker will operate Brett Coker Motor Co., Emporia, Kans.

Allison Turbine becomes a full division of GM

DETROIT. — General Motors has raised its Allison Gas Turbine Operations to full divisional status. It formerly was part of Detroit Diesel Allison Division.

The company said the move was made "to more clearly define GM's presence in the defense business."

The new unit will be called Allison Gas Turbine Division and will be headed by Dr. F. Blake Wallace as general manager. Wallace formerly was general director of the activity.

The division will be part of the Power Products and Defense Operations Group, which is headed by Dr. David S. Potter, GM vice president and group executive. The group also includes Electro-Motive Division, Diesel Division of GM of Canada and Delco Systems Operations.

Allison Gas Turbine Division is headquartered in Indianapolis and has 7,000 employes. It makes gas turbine engines and components for aircraft, vehicular and industrial/marine power systems, locomotive parts and precision bearings.

Taiwan loses duty-free status on auto wiring

WASHINGTON.—Taiwanese-made automotive wiring harnesses have been dropped from a U. S. list of duty-free imports by President Reagan.

The decision, which was urged on Mr. Reagan by the Special Trade Representative's Office and the U. S. International Trade Commission, means the Taiwanese will pay 5 percent ad valorem on wiring harnesses they send here.

National Industries, Inc., of Montgomery, Alabama argued in favor of dropping the Taiwanese product from the Generalized System of Preferences before the trade commission and the U. S. trade ambassador, William E. Brock.

Taiwan shipped $40 million worth of harnesses to the U. S. last year, according to National Industries.

17 assembly plants work extra hours

Heavy overtime hikes car output

By Joe Wilssens
Staff Writer

Domestic auto makers scheduled overtime at 17 assembly facilities last week and slated the week's production at 179,281 units, 2.64 percent greater than the previous week's 174,678. The output is 31.55 percent higher than the year-ago week's total of 136,287.

To date this year, 2,529,572 autos have been completed, up 42.87 percent from 1,770,506 built in the comparable period last year.

Breakdown for the week by company was: General Motors, 55.79 percent; Ford Motor Co., 22.72 percent; Chrysler Corp., 16.04 percent; American Motors, 2.68 percent; Honda, 1.46 percent, and Volkswagen of America, 1.31 percent.

Nine GM assembly plants scheduled Saturday (April 14) overtime. Two Saturday shifts were worked at Arlington (Tex.), Detroit, Fairfax (Kans.), Flint (B, D and G lines), Janesville (Wis.), Leeds (Mo.), Linden (N. J.), Oklahoma City and Van Nuys (Calif.).

Ford scheduled Saturday overtime at Atlanta, Kansas City and Wayne (Mich.).

Chrysler scheduled two 9-hour daily shifts and two 8-hour Saturday shifts at Belvidere (Ill.), Newark (Del.) and St. Louis plants No. 1 and No. 2. Jefferson (Detroit) worked two 8½-hour daily shifts and two 8-hour Saturday shifts last week.

Chrysler plans to follow the same daily overtime schedule this week.

U. S. auto assembly facilities will be closed Friday (April 20) in observance of Good Friday.

Domestic-content measure opposed by coalition of 100

WASHINGTON. — A coalition of 100 American companies and organizations has written letters to all U. S. senators attacking the UAW-backed domestic-content bill.

Included are U. S. manufacturers, farmers and other exporters, consumers, port interests, importers and civil groups coordinated by the National Foreign Trade Council and Consumers for World Trade.

The action came shortly after the Senate Commerce Committee announced that it will hold hearings on the bill in Washington (May 16 and May 24), in Portland, Ore.; in Des Moines, and in Michigan.

Senator Don Riegle, Michigan Democrat, a strong advocate of the bill to protect the domestic auto industry (itself split on the measure), has been pushing for hearings in hopes final action could be achieved during this Congress.

Committee Chairman Bob Packwood, Oregon Republican, is opposed to the bill and is believed to have set hearings in Oregon where port authorities and exporters will testify against it and in Iowa where farmers are strongly opposed.

The Michigan hearings are a sop to Riegle, who will probably not even chair them.

During the last Congress, after the House passed the domestic-content bill, the Packwood committee held hasty but thorough hearings but the measure never reached the Senate floor and it died with the Congress.

In this Congress, the Democratic House again passed the bill—Nov. 3, by a vote of 219 to 199—but unless the Republican Senate acts, the measure will again die.

Opponents of the measure now say a vote for domestic-content legislation "simply cannot be justified," especially in view of "record levels of U. S. auto industry profits in 1983 (over $6 billion)" plus loss of jobs in other sectors, the risks of retaliation against exporters and the expected sharp rise in car prices.

The coalition cited a recent study by Wharton Econometrics predicting that passage of domestic content would cause a 10 percent jump in new-car prices for a total cost to consumers of $18 billion a year.

It cited the estimate by the nonpartisan Congressional Budget Office that with a domestic-content law, 104,000 jobs would be lost in the export sector by 1990 while only 38,000 auto jobs would be saved.

Truck production is 64,592, up 4 pct. for week

Domestic truck production rose to 64,592 last week with overtime hours scheduled at five assembly plants. The total was up 4.33 percent from the previous week's build of 61,913 and was 33.06 percent higher than the year-ago week's 48,543.

Year-to-date, 932,200 trucks have been completed, 54.21 percent better than 604,682 finished during the same 1983 period.

At General Motors, Detroit scheduled one Saturday (April 14) overtime shift while the company's Janesville (Wis), Pontiac No. 5 and St. Louis assembly plants worked two Saturday overtime shifts.

Ford Motor Co. scheduled Saturday overtime at its Kansas City facility.

U. S. assembly facilities will be down Friday (April 20) in observance of Good Friday.

Canada builds 24,056 cars, off 4 pct. for week

Canadian auto makers slated production of 24,056 cars last week, down 4.12 percent from the prior week's 25,089. The total was 25.81 percent greater than the 19,121 units assembled in the year-ago week.

So far this year, manufacturers have built 334,630 autos, 21.24 percent better than the 1983 total of 276,016 at this point.

Truck assembly last week was targeted at 17,878, up 2.27 percent from the previous week's 17,481 and an impressive 45.39 percent improvement over the year-ago week's production of 12,297.

To date this year, truck production has climbed to 250,142 units, a 73.30 percent increase from the 144,344 trucks which were completed at this time last year.

Chrysler Corp. estimated production of 2,370 Dodge Caravans, 2,190 Plymouth Voyagers and 912 Mini Ram Vans at its Windsor (Ont.) plant last week, bringing the year-to-date T-115 total to 65,593.

Canadian assembly facilities will be closed Friday (April 20) in observance of Good Friday.

CANADIAN CAR PRODUCTION

	Week Ended April 14, 1984	Week Ended April 16, 1983	Week Ended April 7, 1984	April to Date	Jan. 1 to April 16, 1983	Jan. 1 to April 14, 1984
AMERICAN MOTORS	600	820	604	1,204	7,889	8,232
CHRYSLER CORP.	.....	4,856	.....	.....	65,241	.....
FORD MOTOR	9,720	568	10,678	20,398	44,361	122,621
GENERAL MOTORS	13,511	12,652	13,582	27,093	155,240	200,492
VOLVO	225	225	225	450	3,285	3,285
Total Cars, Canada	24,056	19,121	25,089	49,145	276,016	334,630

TRUCK PRODUCTION IN U. S.†

	Week Ended April 14, 1984	Week Ended April 16, 1983	Week Ended April 7, 1984	April to Date	Jan. 1 to April 16, 1983	Jan. 1 to April 14, 1984
CHEVROLET	19,754	15,946	19,408	39,162	210,385	299,435
DODGE	4,200	3,250	4,217	8,417	37,346	61,951
FORD	25,966	19,187	23,680	49,646	237,918	352,203
GMC	6,923	5,704	6,533	13,456	71,841	95,409
INTERNATIONAL	1,599	1,024	1,608	3,207	13,548	21,528
VOLKSWAGEN	.....	220	.....	.....	1,471	.....
JEEP	3,600	2,162	3,670	7,270	17,473	57,364
NISSAN	1,500	.....	1,747	3,247	.....	27,710
AM GENERAL	50*	50*	50*	100*	700*	800*
MISCELLANEOUS	1,000*	1,000*	1,000*	2,000*	14,000*	15,800*
Total Trucks, U. S.	64,592	48,543	61,913	126,505	604,682	932,200

CANADIAN TRUCK PRODUCTION

	Week Ended April 14, 1984	Week Ended April 16, 1983	Week Ended April 7, 1984	April to Date	Jan. 1 to April 16, 1983	Jan. 1 to April 14, 1984
CHRYSLER CORP.	8,124	2,732	8,196	16,320	39,480	105,304
FORD MOTOR	3,360	2,985	2,843	6,203	36,576	48,334
GENERAL MOTORS	6,248	6,335	6,293	12,541	66,265	94,406
INTERNATIONAL	146	245	149	295	2,023	2,098
Total Trucks, Canada	17,878	12,297	17,481	35,359	144,344	250,142
N. American Trucks	82,470	60,840	79,394	161,864	749,026	1,182,342

†—Now includes window van production. *—Estimated.
Jeep includes commercial only. AM General includes government-destined vehicles.

U. S. CAR PRODUCTION

	Week Ended April 14, 1984	Week Ended April 16, 1983	Week Ended April 7, 1984	April to Date	Jan. 1 to April 16, 1983	Jan. 1 to April 14, 1984
AMERICAN MOTORS	4,800	3,355	4,722	9,522	50,124	60,320
AMC Total	.....	.....	.....	.....	4,071	.....
Eagle	.....	.....	.....	.....	4,071	.....
Renault Total	4,800	3,355	4,722	9,522	46,053	60,320
Alliance	2,750	3,355	2,689	5,439	46,053	32,236
Encore	2,050	.....	2,033	4,083	.....	28,084
CHRYSLER CORP.	28,750	19,182	26,259	55,009	229,217	392,796
Plymouth Total	8,750	6,936	7,587	16,337	86,427	116,154
Horizon	3,600	2,629	2,735	6,335	28,389	47,056
Reliant	4,500	4,189	4,252	8,752	57,070	61,417
Caravelle†	150	118	165	315	968	2,593
Gran Fury	500	.....	435	935	.....	5,088
Chrysler Total	9,800	4,649	8,843	18,643	53,157	129,791
LeBaron	2,700	2,188	2,559	5,259	25,521	38,213
Laser	1,600	.....	1,484	3,084	.....	24,104
Chrysler E-Class	2,600	2,461	2,262	4,862	27,636	32,747
Fifth Avenue	2,900	.....	2,538	5,438	.....	34,727
Dodge Total	10,200	7,597	9,829	20,029	89,633	146,851
Omni	3,100	2,508	3,105	6,205	27,998	44,340
Aries	3,300	3,364	3,276	6,576	40,419	48,839
Daytona	1,100	.....	1,036	2,136	.....	18,905
Dodge 400	.....	848	.....	.....	9,156	.....
Dodge 600	2,100	877	1,809	3,909	12,060	25,560
Diplomat	600	.....	603	1,203	.....	9,207
FORD MOTOR	40,733	32,452	38,540	79,273	408,701	518,066
Ford Division	26,347	22,121	24,727	51,074	268,534	340,910
Escort	8,088	5,9[illegible]J	7,407	15,495	74,706	105,585
Fairmont	.....	.....	.....	.....	23,728	.....
Mustang	3,208	3,398	3,277	6,485	37,534	37,494
LTD	4,364	4,595	4,230	8,594	52,429	70,924
Thunderbird	3,754	6,135	3,736	7,490	53,829	48,330
Crown Victoria	1,747	2,073	1,719	3,466	25,300	24,554
EXP	636	.....	553	1,189	1,008	10,073
Tempo	4,550	.....	3,805	8,355	.....	43,950
L-M Division	14,386	10,331	13,813	28,199	140,167	177,156
Mercury Total	11,438	8,665	10,879	22,317	109,761	127,689
Lynx	1,695	1,460	1,490	3,185	18,566	21,444
Capri	464	680	398	862	6,636	5,187
Zephyr	.....	.....	.....	.....	8,601	.....
Marquis	2,899	1,781	2,693	5,592	19,424	30,937
Cougar	3,087	3,147	3,064	6,151	23,758	29,394
Grand Marquis	1,881	1,597	1,872	3,753	32,460	27,817
LN7	.....	.....	.....	.....	316	.....
Topaz	1,412	.....	1,362	2,774	.....	12,910
Lincoln Total	2,948	1,666	2,934	5,882	30,406	49,467
Continental	770	166	549	1,319	5,749	9,288
Lincoln	1,842	1,084	1,834	3,676	14,242	27,732
Mark VI/VII	336	416	551	887	10,415	12,447
GENERAL MOTORS	100,023	78,521	100,198	200,221	1,046,869	1,487,982
Buick Division	21,169	18,544	20,346	41,515	245,679	315,489
Skylark	1,795	3,067	1,921	3,716	27,002	29,292
Skyhawk	3,765	1,460	3,272	7,037	20,084	50,828
Century	4,864	2,583	4,763	9,627	46,812	68,833
Regal	4,770	5,337	4,884	9,654	72,192	68,726
Buick	3,828	5,156	3,808	7,636	68,425	74,597
Riviera	1,07[illegible]	941	925	2,001	11,164	17,484
Electra (fwd)	1,0[illegible]	.....	773	1,844	.....	5,729
Cadillac Division	8,577	6,248	8,250	16,827	100,690	106,843
Cimarron	411	283	339	750	7,663	6,282
Seville	964	745	880	1,844	10,725	12,562
Eldorado	1,832	1,569	1,667	3,499	23,152	23,101
Cadillac	4,178	3,651	4,239	8,417	59,150	58,465
DeVille (fwd)	1,192	.....	1,125	2,317	.....	6,433
Chevrolet Division	35,930	24,294	35,018	70,948	313,740	503,684
Chevette	5,946	4,370	5,608	11,554	57,801	68,869
Cavalier	9,127	6,488	8,844	17,971	62,648	125,679
Celebrity	6,334	2,000	6,780	13,114	21,416	90,571
Camaro	6,108	3,653	5,621	11,729	53,016	80,188
Citation	2,815	594	2,774	5,589	32,246	32,533
Malibu/El Camino	852	3,475	877	1,729	41,172	10,483
Monte Carlo	1,377	1,706	1,414	2,791	26,546	49,290
Chevrolet	2,746	1,389	2,659	5,405	13,786	35,687
Corvette	625	619	441	1,066	5,109	10,384
Oldsmobile Division	21,062	21,466	23,337	44,399	281,677	375,789
Omega	1,175	2,006	1,015	2,190	19,641	16,011
Firenza	1,709	1,349	1,635	3,344	12,916	22,745
Cutlass Supreme	3,595	6,285	7,414	11,009	83,425	112,934
Cutlass Ciera	6,409	3,571	5,997	12,406	50,264	82,753
Oldsmobile	5,811	7,507	5,024	10,835	103,458	121,228
Olds 98 (fwd)	1,215	.....	1,289	2,504	.....	6,189
Toronado	1,148	748	963	2,111	11,973	13,929
Pontiac Division	13,285	7,969	13,247	26,532	105,083	186,177
Acadian†	500	536	516	1,016	4,821	5,485
2000 Sunbird	2,382	2,131	2,861	5,243	25,784	44,279
1000	1,269	1,261	997	2,266	11,959	13,076
Firebird	2,592	1,780	2,402	4,994	25,825	33,899
Phoenix	385	.....	358	743	8,270	5,130
Grand Prix/Bonneville	2,374	2,261	2,355	4,729	28,424	34,462
Parisienne	1,083	.....	1,086	2,169	.....	12,331
Fiero	2,700	.....	2,672	5,372	.....	37,515
HONDA	2,625	801	2,586	5,211	7,611	35,338
VOLKSWAGEN	2,350	1,976	2,373	4,723	27,984	35,070
Total Cars, U. S.	179,281	136,287	174,678	353,959	1,770,506	2,529,572
Total Cars, Canada	24,056	19,121	25,089	49,145	276,016	334,630
N. American Cars	203,337	155,408	199,767	403,104	2,046,522	2,864,202
N. American Trucks	82,470	60,840	79,394	161,864	749,026	1,182,342
North American Cars and Trucks	285,807	216,248	279,161	564,968	279,548	4,046,544

†—All Acadians and Caravelles are built for sale in Canada. *—Estimated.

Michigan broadcasters honor Ford's Caldwell

LANSING. — Ford Motor Co. Chairman Philip Caldwell was honored as Outstanding Citizen of the Year by the Michigan Assn. of Broadcasters (MAB), based here.

Each year, MAB members honor an individual who has made a significant contribution to Michigan. The award was presented at MAB's annual Congressional Meeting.

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Automotive News

April 23, 1984

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Import stock cut to 27 days but Japanese count only 16

By Richard A. Wright
Assistant Managing Editor

The inventory of new imported cars was a little higher on April 1 than it was a month earlier, but sales were, too, and the inventory dipped to a 27-day supply from 28 days March 1.

New imported cars in dealer inventories and dealer stockpiles totaled 212,315 April 1, compared with 207,683 a month earlier. A year ago, there were 287,408 new imported cars in stock April 1, a 40-day supply.

The increase was due to a buildup by European-make importers, as stocks of Japanese-built cars reached their nadir at the close of the third year of "voluntary" restrictions.

The entire pool of Japanese-built new cars was good for only 16 days April 1, down from an already meager 20-day supply a month earlier.

In fact, Japanese nameplates, which account for more than three-quarters of imported-car sales in the U.S., were on less than half of the cars in the import inventory.

The supply of new imported pickup trucks — all of Japanese origin — also declined during March to 61,009 units, a shortage-marked 25-day supply, from 62,893 a month earlier, which was a 34-day stock. A

Continued on Page 47, Col. 1

Bustle-back

Jim Dunne

Seville gets major changes

More trunk space via a redesigned rear end is one of the most significant changes in the Cadillac Seville for 1986. Scheduled to be built at GM's new Poletown (Detroit-Hamtramck) plant, along with the Riviera, Toronado and Eldorado, the Seville will have a cross-mounted 4.1-liter V-8 as its standard powerplant.

Okla. turns down fleet-subsidy bill; GM efforts cited

OKLAHOMA CITY. — Amid charges of "scare tactics" and "threats," a bill aimed at curbing fleet subsidies was defeated here when an unprecedented 45 state legislators changed their votes after a massive, high-pressure lobbying effort by General Motors.

According to one legislator, no one could recall an instance in which 45 members of the House changed their votes — an especially odd development after the bill was initially passed by a unanimous 92-0 vote and sent to a Senate-House conference.

After it was released from conference, it failed to get the necessary 51 votes to pass and failed 49-45. New-car dealers accused GM of pulling out all stops to defeat the bill, including introduction of the unrelated issue of the future of a new GM plant in the state.

The bill would have required that franchised dealers be given the lowest price offered by the auto manufacturers to any buyer in the nation. This would mean that dealers in Oklahoma would get the same subsidies offered to fleet buyers anywhere in the U.S.

The issue of fleet subsidies has been a sore point with franchised dealers throughout the country for years. The emotionally charged issue raised by the Oklahoma bill drew the UAW into the fray on GM's side, in addition to their natural allies, the major fleets. That united front turned the tide against the measure.

An Oklahoma Automobile Dealers Assn. spokesman termed the GM effort massive and added "we struck a nerve."

• The bill was not exclusively an anti-fleet subsidy measure. It was more comprehensive and this was only one section of the bill. It also would have required auto makers doing business in the state to provide information on dealer territories, required data on open and closed points

Continued on Page 45, Col. 4

Fiat ousts Ford from first; GM a strong third

European market turns topsy-turvy

By Richard Feast
European Editor

LONDON. — European new-car market shares have been turned upside-down this year. Last year's leaders have gone, replaced by that year's tail-enders.

Leading retailer at the end of the first quarter is Fiat Auto, which one year earlier was fifth among the Continent's Big Six makers. General Motors, sixth in the first quarter of 1983, is now a strong third.

In last year's opening three months, Ford made history by becoming European market leader for the first time. In the process it displaced Renault, which had held the position for most of the 1980s.

But after three months of this year, Ford is back in second place — a mere fraction ahead of GM — and Renault is a very remote sixth.

Unofficial statistics for the period are now circulating the European industry. They show that total sales for the 16 countries are up one percent at 2,858,800 units. Final results will not be known for some weeks, but they are expected to differ little from these preliminary reports.

• In another unexpected development, BMW's European sales exceed those of arch-rival Daimler-Benz for the first time. BMW's 95,100 units for the quarter is only 600 ahead of the Stuttgart company's, but behind it is an aggressive increase over the previous year of 12.3 percent.

By the end of March, the leading six makers stood in this order: Fiat Auto (including Lancia and Autobianchi), Ford, GM (Opel-Vauxhall), VW-Audi Group, Peugeot SA (Citroen, Peugeot and Talbot) and Renault.

One year earlier the order was Ford, Renault, VW, PSA, Fiat and GM. By the year-end, Renault had regained the lead, but by slimmest of margins. Part of its effort in doing so involved pulling some 1984 business into 1983, a fact reflected by its poor results so far this year.

The leading six are covered by 2.2 percent (62,500 units) this year, compared with 2.6 percent (73,400) during the same period of 1983.

• There have been three European leaders so far this year — Fiat in January, GM in February and now Volkswagen Group in March. Overall, Fiat is just ahead, thanks to a larger share of an expanding domestic mar-

Continued on Page 45, Col. 1

European race

Manufacturer	3 mos., 1984	3 mos., 1983
BL	117,100	120,100
BMW	95,100	84,700
Fiat Auto	377,700	331,500
Ford	347,600	387,200
General Motors	347,100	313,800
Japanese (all)	267,800	273,700
Mercedes-Benz	94,500	91,400
Peugeot SA	321,300	332,800
Renault	315,200	340,700
VW-Audi Group	339,700	334,500
Volvo	65,800	64,200
TOTAL	2,858,800	2,833,300

GM-Toyota Chevrolet to show profit—Smith

By John Hartley
Staff Correspondent

NAGOYA, Japan. — "We will be able to sell a new Chevrolet at competitive prices, and the joint venture will be able to make a profit," said General Motors chairman Roger B. Smith.

He spoke at a press conference here marking FTC approval of the joint GM/Toyota project in Fremont, Calif.

Smith also said that the new car, a four-door sedan initially, will be a premium model and that it will start coming off the lines at Fremont in December this year.

He said the deal was good for the U.S. because 50 percent of the value of the car would be U.S. content. When pressed, he said this was manufactured value.

Smith said the project would mean 12,000 jobs when those components are taken into account.

Hiring of key personnel is due to start soon, he said. The bulk of the workforce will be recruited in the fall, he said, pointing out that the stamping plant is under construction and that all the old equipment has been ripped out of the main plant to make it ready for the new equipment.

• One of the reasons for Toyota and GM setting up the joint venture was to see if the Toyota manufacturing system, including just-in-time, could be made to work in the U.S., Smith said.

"We want to know if it works in the U.S., with the UAW,"

Continued on Page 47, Col. 4

breaking news

McCurry to succeed Lean at Toyota

LOS ANGELES.—Robert B. McCurry, 60, reportedly will be named senior vice president and chief operating officer at Toyota Motor Sales U.S.A., succeeding Norman D. Lean, effective May 1. Lean retired late last year and the position has been unfilled since then. McCurry currently is general manager of Toyota's Los Angeles region. Prior to that he was general manager of a Toyota distributorship and before that he served 28 years with Chrysler Corp., retiring in 1978 as group vice president in charge of North American sales, parts and service.

Audi name change to be proposed

INGOLSTADT, West Germany.—Audi NSU Auto Union AG appears ready to change its name to simply Audi AG. The supervisory board will propose the name change at June's annual meeting.

GM reorganization moves steadily along

DETROIT.—About 90 percent of the structural changes being made in General Motors' reorganization will be completed by year-end, Vice President Lloyd Reuss, group executive, Chevrolet-Pontiac-GM of Canada Group, said. By that time, each of the two new groups will have a headquarters outside Detroit's Renaissance Center, focal point

See BREAKING NEWS, Page 8, Col. 1

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$2-billion investment possible

Huge auto expansion shaping up in Canada

By Marjorie Sorge
Labor Editor

Canada may be the recipient of about $2 billion in automotive investment if proposals made by foreign and domestic companies come to fruition.

Most of the $2 billion investment would come from proposed projects at General Motors of Canada, Honda Motor Co., American Motors and a joint Chrysler/Mitsubishi venture.

In a speech to the Parts Manufacturers Assn., Edward Lumley, federal minister of industry, said other countries are being considered as possible locations, but he indicated that the Canadian Government would do everything possible to have the investments made in Canada.

There is currently a proposal from the automotive industry and the Canadian UAW requesting that the government make it mandatory that the auto makers achieve 60 percent Canadian content here by 1987 and then raise that commitment. That proposed legislation is aimed at the Japanese.

It is possible that two Japanese companies will invest in Canada and make the announcement within the next few months.

According to sources and published reports in Japan, Honda is looking seriously at Ontario as a possible site for an auto plant. Sources said it would likely be similar to a CKD plant "not a billion-dollar investment with a lot of workers."

The Toronto Star has reported that the investment would be about $100 million and would employ a few hundred workers.

Honda has confirmed it is doing feasibility studies in Canada.

Honda sold 54,212 vehicles in Canada last year and 55,961 in 1982.

The new plant would produce about 50,000 vehicles a year beginning in 1986.

• Mitsubishi could be another possible Japanese investor in Canada in a joint venture with Chrysler at its Windsor (Ont.) engine plant. Sources said the two companies are studying the possibility of a joint venture to build an engine in that plant.

Lee A. Iacocca, Chrysler chairman, has said he would like to reopen the engine facility if possible. He has also indicated he would like a new V-6 and Chrysler has been shopping for one to use in both its cars and its new minivans.

The Windsor engine plant closed in August, 1980. According to a company spokesman, it would take between one and two years to get the facility back on stream.

Two domestic companies could also get into the act — AMC and GM of Canada.

AMC is likely to expand its Brampton (Ont.) operation to build a new Renault AMC car, probably in the mid-size range. Sources said the expansion will be "fairly significant."

Brampton currently is the sole builder of AMC's four-wheel-drive Eagles.

According to an AMC spokesman, the company will be building larger cars some time in the future but no decision has been made on a Brampton expansion.

AMC's other auto assembly plant in Kenosha is working almost at capacity at 960 a day. Kenosha will be building a new convertible in the Alliance family for the 1985 model year. It currently builds the two-door and four-door Alliance and the three-door and five-door Encore.

A spokesman said AMC is also looking at possibly building the new cars in its Jeep plant in Toledo.

It has also been rumored that GM will build a second stamping plant in Oshawa, Ont., and sources say the company is close to a decision.

However, a GM of Canada spokesman said an additional stamping plant is only a rumor and the plant currently operating is not over-capacitized.

Snubbed Iacocca throws own party

DETROIT. — "I was at the Tiger game week before last, and there was an airplane circling overhead, inviting everybody to come down to the RenCen to celebrate the Mustang's 20th birthday. I'm the only guy in the world who wasn't invited."

Lee Iacocca had fathered the Mustang before being fired by Ford Motor Co. He said he made up for the snub by "calling my own party" — otherwise known as a press conference — to announce record quarterly profits and sales for Chrysler Corp.

Sales smash old mark, too

$706 million a record for Chrysler earnings

By Kathleen Hamilton
Financial Editor

Last year, Chrysler Corp. made $701 million — a full-year record.

Last *quarter*, Chrysler made nearly $706 million. Needless to say, it was a quarterly record.

First-quarter net income of $705.8 million ($5.64 a share) more than quadrupled the old first-quarter record of $172.1 million ($1.97 a share), set last year.

Meanwhile, sales were up 59 percent to a record $4.92 billion from $3.10 billion in the 1983 quarter. The old sales record was set in the second quarter of 1976, when Chrysler sales were $4.11 billion. But unit sales at that time totaled 862,194, and Chrysler still owned Chrysler Defense and extensive European auto operations.

This time, Chrysler had to sell only 516,672 cars and trucks to beat the old record. This year's unit sales figure is 46 above last year's first quarter.

The old profits record — from the second quarter of 1983 — didn't even come close: $310.3 million.

Chrysler Financial Corp. contributed $29.6 million to its parent company's first-quarter profits, said CFC President E. O. Grote. Its after-tax profit ($18.7 million) was inflated to $29.6 million on the parent's books because of Chrysler's tax credits.

Chrysler won't be paying anything significant in taxes for last quarter. Its tax credits actually added $317.4 million to its net income.

"If we continue at these kinds of rates, by early in the first quarter of 1985 we'll become some kind of taxpayer, because our credits of the tax-loss carryforwards will have been wiped out if we have a couple billion dollars profit this year — and we're off to a good start," Chairman Lee Iacocca said in announcing Chrysler results.

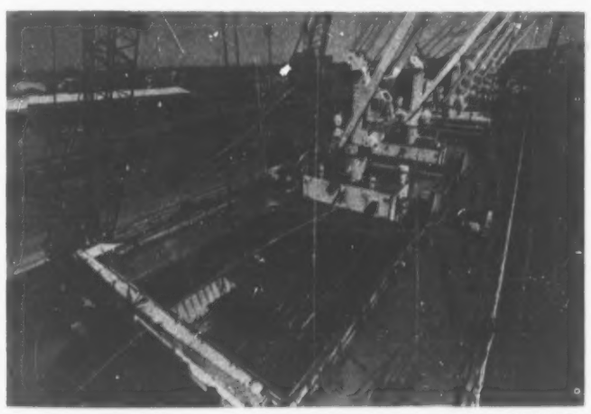
Much of the profits increase is due to the sales success of Chrysler's performance cars and highly equipped minivans that have "double, sometimes triple the margins of Omni/Hornzon," Iacocca said.

Indeed, two weeks before the profits were announced, the variable profit per minivan was estimated at $3,200 — potentially rising to as high as $4,000 — by Ann C. Knight, auto analyst for Paine Webber Mitchell Hutchins, Inc.

Chrysler reduced its breakeven point last quarter to something below its much-publicized 1.1 million vehicles, Iacocca said. The breakeven point probably will rise to something around 1.2 million as Chrysler expands capacity, said Richard Dauch, executive vice president - Stamping, Assembly and Diversified Operations.

The abbreviated financial report showed another bright spot

Continued on Page 47, Col. 3



Joe Wilssens

Ship of significance

One of the first ships to traverse the St. Lawrence Seaway to Detroit in the 1984 shipping season was the 650-foot MV Vitina out of Syros, Greece, with a load of steel from Antwerp, Belgium. Her stormy crossing and early arrival point up the growing penetration of foreign steel in the U. S. Imports of steel last year amounted to 20.5 percent of the market. In the first two months of this year, they gobbled up an average of 26.2 percent, says the American Iron & Steel Institute.

Domestic tally tops last year by 32 pct.

Early-April sales highest since '79

By Jenny L. King
Staff Writer

Early-April domestic sales continue to imitate 1979 numbers. The April 1-10 total was best since '79, but not as strong as '78 and several preceding years.

Domestic sales were up 32.59 percent compared with the first April period a year earlier and up 57.71 percent stacked against the dreary total of 133,402 posted in 1982.

Dealers delivered 210,395 new domestic passenger cars the first part of this month. Last year the total was 158,675, and back in 1979 it was 218,982. Record for the period was 241,974, established in the boom year of 1973.

Ford Motor Co. reported the largest year-to-year gain among the Big Three for the period, its sales up 80.07 percent, to 48,462 from 26,913. Chrysler Corp. sales numbered 24,612, up 24.02 percent from 19,845, and General Motors was up 21.92 percent, to 127,994 from 104,978.

Volkswagen moved into four-digit sales from three and marked a 120.13-percent increase. VW's total was 1,957 this year compared with 889 in 1983. Honda was up 315.63 percent, to 3,325 from an estimated 800, and American Motors slipped 22.95 percent, to an estimated 4,045 from 5,250.

Ford's share of the market leaped to 22.52 percent from 16.96 percent last year. GM earned 59.46 percent, down dramatically from 66.16 percent a year ago.

Chrysler was up to 13.69 percent from 12.51 percent. AMC dropped to 1.88 percent from 3.31 percent, while Honda claimed 1.54 percent — up from 0.50 percent — and VW grew to 0.91 percent from 0.56 percent.

Among the domestic makes, the news was mostly very good. Plymouth sales were up 22.15 percent, Dodge was up 36.34 percent and Chrysler was up 14.87 percent. Ford was up 92.25 percent, Mercury was up 54.36 percent and Lincoln was up 65.32 percent.

Buick was up 5.45 percent in early April to a record 28,709 sales, Cadillac was up 33.59 percent, Chevrolet was up 47.32 percent and Pontiac was up 51.99 percent. Oldsmobile, coming off a record month in March, was caught in a payback slump, its sales down 1.44 percent from last year.

AMC estimated sales dropped 61.43 percent, Renault was off 13.33 percent, VW was up 120.13 percent and Honda was up 315.63 percent.

Year-to-date sales for the period Jan. 1 through April 10 were up 36.48 percent, to 2,205,004 from 1,615,597.

DOMESTIC SALES

	April 1-10, 1984	April 1-10, 1983
Renault Alliance/Encore	3,640†	4,200†
AMC	405†	1,050†
AMERICAN MOTORS	4,045†	5,250†
Chrysler	7,726	6,726
Imperial	.....	74
Plymouth	7,742	6,338
Dodge	9,144	6,707
CHRYSLER CORP.	24,612	19,845
Ford	33,956	17,662
Mercury	11,097	7,189
Lincoln	3,409	2,062
FORD MOTOR CO.	48,462	26,913
Buick	28,709	27,225
Cadillac	9,359	7,006
Chevrolet	43,332	29,413
Oldsmobile	29,941	30,377
Pontiac	16,653	10,957
GENERAL MOTORS	127,994	104,978
VOLKSWAGEN	1,957	889
HONDA	3,325	800†
U. S. INDUSTRY TOTAL	210,395	158,675

† estimated

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59th year — No. 5018

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NHTSA closes J-car inquiry

WASHINGTON. — A relatively quick engineering analysis of possible fires, both engine and fuel line, in General Motors 1982 J-cars has shown no evidence of serious safety problems, according to NHTSA.

It has closed its investigation.

GM throughout the investigation of the some 225,000 cars said any fuel leaks that were going to develop had already occurred before it made a change to improve attachment of a fuel hose to the carburetor. A total of 20 fires were reported as stemming from twice that number of reports on fuel leakage in early models.

Arizonan is Truck Dealer of Year

W. D. (Bill) Breck, left, owner of Bill Breck Dodge-Mack, Inc., Tucson, Ariz., accepts the award as 1984 Truck Dealer of the Year from Terry Sweeney, automotive manager of Business Week magazine. It was presented at the 21st annual convention of NADA's American Truck Dealers Division in Phoenix. Business Week sponsors the award.

Truck registrations soar in January

Truck registrations, led by the light and heavy groups, soared in January, compared to the first month of 1983.

During January, according to R. L. Polk & Co. statistics, there

GVW Table on Page 22.

were 282,398 new-truck registrations, a gain of 49.6 percent over the year earlier 188,796.

New York and Oklahoma figures for January were compiled from manufacturers' sales records. No registrations were available for Oklahoma in 1983.

Ford was No. 1 in registrations, leading runnerup Chevrolet by 3,528 units.

Light trucks tallied 267,449 units and accounted for 94.7 percent of the industry total. The count was 54.4 percent higher than the previous January's 176,707 units.

Heavy-truck registrations totaled 11,845 units, a 34.4 percent boost over the 8,816 tallied in January, 1983.

However, medium-truck registrations lagged with 3,104 units, down 5.2 percent from 3,273 units in the first month of 1983.

All classifications, with the exception of Group 6, showed increases in January.

There were 149,444 Group 1 tallies, an increase of 47.8 per-

Continued on Page 17, Col. 1

U. S. TRUCK REGISTRATIONS

JANUARY, 1984 VS. 1983★

Make	Jan., 1984	Percent Share of '84 market	Jan., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
Ford	84,758	30.01	60,735	32.17	− 2.16
Chevrolet	81,230	28.76	55,975	29.65	− 0.89
Dodge	25,671	9.09	14,306	7.58	+ 1.51
GMC	21,506	7.62	15,570	8.25	− 0.63
Jeep	10,665	3.78	4,948	2.62	+ 1.16
International	3,602	1.28	3,668	1.94	− 0.66
Mack	1,325	0.47	1,088	0.58	− 0.11
Plymouth*	4,085	1.45	598	0.32	+ 1.13
Freightliner	1,066	0.38	554	0.29	+ 0.09
Kenworth	1,025	0.36	444	0.23	+ 0.13
Peterbilt	781	0.28	499	0.26	+ 0.02
White	625	0.22	181	0.10	+ 0.12
Mercedes-Benz	180	0.06	131	0.07	− 0.01
Volvo	121	0.04	108	0.06	− 0.02
Autocar	83	0.03	29	0.01	+ 0.02
Western Star	33	0.01	21	0.01	.....
Miscellaneous**	45,842	16.16	29,941	15.86	+ 0.30
TOTALS	282,398	100.00	188,796	100.00	.....

★—New York and Oklahoma figures for 1984 compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983.
* Plymouth trucks are Trail Duster, Voyager, Scamp, and Arrow.
**Miscellaneous includes imports, Crane Carrier, Oshkosh, FWD, Hendrickson, etc.

U. S. HEAVY-DUTY REGISTRATIONS

JANUARY, 1984 VS. 1983★

Make	Jan., 1984	Percent Share of '84 market	Jan., 1983	Percent Share of '83 market	Pct. pt. Change '84-'83
International	2,593	21.89	2,190	24.84	− 2.95
Ford	2,354	19.87	2,356	26.72	− 6.85
GMC	1,377	11.63	973	11.04	+ 0.59
Mack	1,141	9.63	931	10.56	− 0.93
Freightliner	1,066	9.00	554	6.28	+ 2.72
Kenworth	1,025	8.65	444	5.04	+ 3.61
Peterbilt	781	6.59	499	5.66	+ 0.93
White	625	5.28	181	2.05	+ 3.23
Chevrolet	529	4.47	442	5.01	− 0.54
Volvo	121	1.02	108	1.23	− 0.21
Autocar	83	0.70	29	0.33	+ 0.37
Mercedes-Benz	58	0.49	35	0.40	+ 0.09
Western Star	33	0.28	21	0.24	+ 0.04
Miscellaneous	59	0.50	53	0.60	− 0.10
TOTALS	11,845	100.00	8,816	100.00	.....

★—Groups 7 and 8 trucks only; New York and Oklahoma figures compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983.

truck industry news

Record 983,566 units top '78 by 3.4 pct.

3-month sales hit peak

First-quarter sales of new trucks of all types in the U.S. soared to an alltime high, and the total for March was the second-highest for the month. There were hefty gains for the quarter and March in all three market segments.

Franchised dealers and factory outlets retailed 983,566 new vehicles in the first three months of 1984, an increase of 3.4 percent over the previous high of 951,496 units set in 1978, and 47.2 percent higher than last year's 668,133.

In March, 377,685 new trucks were retailed, an increase of 34.6 percent over the year-earlier 280,687 units. The alltime high for March and any month was set in 1978, a total of 403,078 vehicles.

Light-truck sales through March were up 48.3 percent to 927,420 units, compared with 625,362 in the comparable period a year ago. Mediums totaled 12,759, a gain of 22 percent over last year's 10,453, and heavies were up 34.3 percent, from 32,318 units in 1983 to 43,387.

Dealers retailed 355,893 light trucks in March, a gain of 35.2 percent over the previous year's 263,272. Sales of mediums were up 22.8 percent, 4,737 versus 3,856. Heavies totaled 17,055, an increase of 25.8 percent over the year-earlier 13,559 units.

New-truck inventories at the end of the quarter were up significantly over a year ago, with increases in all three market segments. The industry total of 686,390 units was 26.2 percent higher than last year's 543,695.

The light-truck count going into the second quarter was 636,154 units, a gain of 26 percent over the year-earlier 505,057. Mediums were up 15.3 per-

Continued on Page 31, Col. 1

HD registrations up but leaders' penetration dips

Heavy-duty truck registrations in January jumped 34.4 percent to 11,845, compared with the year-earlier 8,816, but the market-share leaders, International and Ford, both lost ground.

According to R. L. Polk & Co. statistics, Group 8 registrations were up 56.5 percent to 7,811 units, compared with the previous year's 4,990.

Group 7 registrations increased to 4,034, compared with 3,826 a year ago, a boost of 5.4 percent.

International regained the lead from Ford with 2,593 units, compared with Ford's 2,354.

Ford and International had the largest market-share loss. Ford was the biggest loser, its 2,354 January tallies accounting for 19.87 percent of the total. A year ago, its 2,356 units accounted for 26.72 percent.

International's 2,593 tallies accounted for 21.89 percent of the market, compared with 24.84 percent on 2,190 units a year earlier.

Kenworth was the biggest gainer in penetration. Its 1,025 tallies took 8.65 percent of the total, an increase of 3.61 percentage points over the previous January's 5.04 percent on 444 registrations.

White, Freightliner, Peterbilt, GMC, Autocar, Mercedes-Benz and Western Star also increased their market share in January. Mack, Chevrolet, Volvo and the miscellaneous group suffered small losses.

Attendance at TRX-84 is second-highest ever

By Jack Walsh
Truck Editor

PHOENIX. — Attendance at TRX-84—the 21st annual convention/exposition of NADA's American Truck Dealers Division—was second only to the turnout at the 1979 event, which also was held in Phoenix.

The total this year topped 1,300, according to David Paxon, ATD director, and more than 400 were dealers and dealership managers. The 1979 event drew about 1,500.

Art Gunderson, convention chairman, said he received more enthusiastic responses to TRX 84 than for any previous convention.

"Dealers showed an unprecedented interest in workshop and make meetings," he added. "They came for no other reason than to learn."

Most exhibitors at the exposition, the biggest ever for ATD, were pleased with the heavy traffic and dealers' interest in their products or services. A few expressed some disappointment, and one indicated his firm wouldn't be back in 1985.

One of the convention's highlights was the honoring of the nation's top big-truck dealers by Business Week magazine, which sponsors the Truck Dealer of the Year Award.

• W. D. (Bill) Breck, owner of Bill Breck Dodge-Mack, Inc., Tucson, was named Truck Dealer of the Year. He was chosen from among 17 national finalists by judges from the Columbia University Graduate School of Business.

Regional winners were Dwight Hartman (Kenworth-GMC), Harrisonburg, Va.; Lester Turner (Kenworth-Mercedes-Benz), Nashville; James Roemer (Kenworth), Indianapolis, and Kenneth Nichols (Ford-Volvo-White), El Paso, Tex.

Other national finalists include:

Kevin McDevitt (GMC-IVECO), Manchester, N. H.; William Scully Jr. (Freight-

Continued on Page 23, Col. 5

Associates named financing source for IH dealers

CHICAGO. — International Harvester and Associates Commercial Corp. have announced an agreement which establishes Associates as an additional financing source for truck sales by the Truck Group to its dealers and for financing retail sales by those dealers.

Neil A. Springer, Truck Group president, said that in view of strong increases of truck sales activity, "we have arranged this financial program with Associates to assure IH dealers and their retail customers that adequate, competitively priced financing will be available to meet the growing demand for trucks."

B. E. Starr, Associates Commercial's executive vice president, said his firm will provide to each participating dealer a combined financing package consisting of inventory financing of new and used trucks as well as retail financing and leasing.

Associates Commercial is the Chicago-based commercial finance subsidiary of Associates Corp. of North America.

truck personnel

Ronan and Reins head New Rockwell units

Rockwell International Corp. has named **Arthur P. Ronan** president of the newly created General Components Operations. He will be responsible for off-highway products, light vehicle components, all government automotive products, ventures and new business development for the firm's automotive and related commercial business.

Arthur P. Ronan

Ralph E. Reins

Ralph E. Reins has been appointed president of the newly created On-Highway Products Operations. He also has been elected a corporate vice president and a member of the firm's Management Committee.

Ronan had been president of the firm's Heavy Vehicle Components Operations and Reins previously was general manager of the On-Highway Axle Division.

Other new assignments at Rockwell:

Leonard C. Buckman has been appointed managing director, in-

Continued on Page 23, Col. 1

Edged Toyota Corolla for 1983

Nissan says its Sentra leads in world output

TOKYO.—Nissan said it produced enough Sunnys and Sentras last year to win the title of the "most produced car" in 1983.

For a few years previously, the Toyota Corolla had held that title, usually just ahead of the Volkswagen Golf.

But last year, Nissan built 556,340 Sunnys, just 634 more than the number of Corollas built. Of course, Nissan was helped by the fact that there was a changeover between the old and new Corollas last year, while VW had similar problems with the Golf.

According to Nissan's figures, General Motors' "Ciera" was third with 527,391 units. This is probably the unlikely combination of Oldsmobile Cutlass Supreme and Cutlass Ciera, which are two entirely different cars. Supreme is rear-drive; Ciera is front-drive.

Nissan put the Renault 9 in the fourth spot with 488,048. The Golf slipped down to fifth on Nissan's list with 483,181 units, but it was well ahead of the Opel Kadett at 426,262.

Seventh on the list was the Mazda GLC, at 418,176 units, despite the fact that exports fell by some 1,500 units last year.

Thus, Japan is climbing the front-wheel-drive production ladder very fast. Last year was significant in that respect with a full year's output of Mazda 626s and eight months' output of front-drive Corollas.

The result was that last year, 1.75 million front-drive cars were sold in Japan, including the 550-cc midgets, to take about 58 percent of the market while another 2.25 million were exported. Overall, about 57 percent of all passenger cars produced in Japan now have front-wheel drive.

Nissan is now the biggest producer of front-drives in Japan with 1.2 million units last year, and with the addition of the Bluebird, volume should be up to 1.5 million this year.

Honda is second at about the million mark, ahead of Toyota's 800,000—but this year Toyota will probably catch Honda, as output of the new Corolla increases, and as it gradually introduces more front-wheel-drive versions of its medium-size sedans.

Next comes Mazda which, with 700,000 units, is well ahead of Mitsubishi in the front-drive stakes. However, with no plans to switch its larger autos to front-wheel drive, Mazda is not likely to increase its ratio significantly in the next year or two.

On the other hand, with its new Sigma, Colt and Minica, Mitsubishi is set on increasing volume substantially.

Dealers donate Skyhawk

SPRINGFIELD, Mass. — The Massachusetts Buick Dealers Assn. donated a new Skyhawk (valued at $8,459) to the 11th Channel 57 Auction at WGBY-TV, the Springfield Public TV station.

South Florida dealers donate

The South Florida Automobile Dealers Assn. provided the necessary $5,000 private sector initiative seed money requested by President Reagan to secure federal support and funds to launch the National Center for Missing and Exploited Children in Washington. Steven C. Moore, left, past president of the dealer group, presents the check to John Walsh and JoAnn Currier, initiators of the center.

Jan. registrations led by light, heavy groups

Continued from Page 16

cent over the year earlier 101,124 units.

Group 2 tallies grew 53.1 percent to 115,574 units, up from 75,496 units of a year earlier.

The largest gain of any category occurred in Group 3, where 2,431 units were registered, compared with only 87 in the first month of 1983.

Groups 4 and 5 also recorded impressive increases. Sixty-one Group 5 trucks were registered in January, compared with only seven a year earlier. In Group 5, 175 trucks were registered, compared with 62 a year earlier, for a 182.3 percent increase.

• Group 6 registrations dropped 10.5 percent, from 3,204 in January, 1983, to 2,868 this year.

Group 7 registrations climbed 5.4 percent, from 3,826 in January, 1983, to 4,034 this year, and Group 8 registrations jumped 56.5 percent, from 4,990 last January to 7,811 in the first month this year.

Ford's 84,758 registrations in January accounted for 30.01 percent of the industry total, a decrease of 2.16 percentage points over the year earlier 32.17 percent on 60,735 tallies.

Second-place Chevrolet took 28.76 percent of the total in January with 81,230 tallies. Its share was down 0.89 points from the 29.65 percent on 55,975 units in the same month last year.

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"THERE HAS NEVER BEEN A BETTER TIME TO ADD EUROPEAN CLASS TO YOUR BOTTOM LINE."

"IVECO European Class Diesel Trucks offer you a first class opportunity with Europe's second largest truck builder."

"We're the fastest growing major truck builder in the world...already sixth largest worldwide since IVECO was formed as a consortium of five major truck companies in 1977. With 14 factories in Europe, almost 50,000 employees, 200 truck and bus models and distribution in 65 countries...you can see that IVECO ranks with the biggest names in the truck business."

"IVECO Z-Range trucks are best sellers in Europe. And, they've already received rave reviews for better fuel economy, less maintenance and lower operating costs from satisfied IVECO owners in the U.S."

"Over 200 dealers in the United States have already recognized the opportunity to grow with IVECO in the North American market. Most of them report better margins selling IVECO trucks than on other lines they carry. And many dealers tell us their IVECO profit center is largely responsible for helping them make it through this most recent economic downturn."

"This is your opportunity to add a new profit center in your dealership... without major capital investment."

"You can establish an IVECO profit center in your dealership without spending a penny on bricks and mortar. No new or additional facilities are required. IVECO trucks can easily be added to your new truck sales department or as a complement to your passenger car sales."

"You'll also be able to use the same business approaches and skills that have already made your dealership successful. And, chances are, you will be able to sell IVECO European Class Diesel Trucks to many of your established customers."

Jim Bostic
IVECO President,
North America

"It's an opportunity to diversify your business investment portfolio."

"Given the ups and downs of the passenger vehicle markets in recent years, most dealers today avoid 'putting all their eggs in one basket.' That's why so many have added other product lines to diversify and to hedge against the demand cycles of the business."

"Traditionally, the demand for light commercial trucks has been very much different than for other vehicle types. With IVECO trucks, you can add a line that is compatible with your other products...and one that helps you further hedge your investment against market fluctuations."

"It's a unique opportunity for smart dealers to establish a profitable growth business."

"The future's very bright for light and mid-range commerical trucks. We need more good dealers right now who want to capture a share of this growth potential.

We're looking for smart businessmen ...like yourself...and like our current dealers...who recognize a ground floor opportunity when they see one...and who know how to make the most of it."

"IVECO's remarkable Z-Range trucks are unique in the industry."

"Our European Class Diesel Trucks offer buyers a combination of European design and quality plus sophisticated technology and superior performance. Tangible, measurable owner benefits like lower fuel and maintenance costs, longer service life and greater reliability with less downtime...all add up to a lower cost of ownership story your dealership can tell...and sell profitably."

"Add up the benefits of an IVECO franchise. Then add European Class to your bottom line."

"This is a unique opportunity for your dealership:

- A new profit center in your dealership without capital investment.
- Opportunity to diversify your business investment.
- Ground floor opportunity in growth market.
- Chance to establish a relationship with the fastest-growing truck line in America.
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A·R·A

NEW TRUCK SALES BY MAKE AND GVW CLASS

JANUARY, 1984 VS. JANUARY, 1983★

		Group 1 6,000 pounds and less	Group 2 6,001-10,000	Group 3 10,000-14,000	Group 4 14,001-16,000	Group 5 16,001-19,500	Group 6 19,501-26,000	Group 7 26,001-33,000	Group 8 33,001 and over	Make Totals
AUTOCAR	**Jan., '84**	.....	.....	.....	.....	.....	.....	.....	**83**	**83**
	Jan., '83	.....	.....	.....	.....	.....	.....	.....	29	29
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**83**	**83**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	29	29
CHEVROLET	**Jan., '84**	**41,855**	**36,139**	**2,324**	.....	**21**	**362**	**501**	**28**	**81,230**
	Jan., '83	30,996	24,078	87	.....	25	347	421	21	55,975
	Year to Date '84	**41,855**	**36,139**	**2,324**	.....	**21**	**362**	**501**	**28**	**81,230**
	Year to Date '83	30,996	24,078	87	.....	25	347	421	21	55,975
(Memo Units) #	**Jan., '84**	**28,510**	**14,220**	.....	.....	.....	.....	.....	.....	**42,730**
	Jan., '83	21,184	8,485	.....	.....	.....	.....	.....	.....	29,669
	Year to Date '84	**28,510**	**14,220**	.....	.....	.....	.....	.....	.....	**42,730**
	Year to Date '83	21,184	8,485	.....	.....	.....	.....	.....	.....	29,669
DODGE	**Jan., '84**	**16,467**	**9,204**	.....	.....	.....	.....	.....	.....	**25,671**
	Jan., '83	9,194	5,112	.....	.....	.....	.....	.....	.....	14,306
	Year to Date '84	**16,467**	**9,204**	.....	.....	.....	.....	.....	.....	**25,671**
	Year to Date '83	9,194	5,112	.....	.....	.....	.....	.....	.....	14,306
(Memo Units) #	**Jan., '84**	**11,061**	**5,794**	.....	.....	.....	.....	.....	.....	**16,855**
	Jan., '83	5,846	3,645	.....	.....	.....	.....	.....	.....	9,491
	Year to Date '84	**11,061**	**5,794**	.....	.....	.....	.....	.....	.....	**16,855**
	Year to Date '83	5,846	3,645	.....	.....	.....	.....	.....	.....	9,491
FORD	**Jan., '84**	**23,727**	**57,842**	.....	.....	.....	**835**	**1,560**	**794**	**84,758**
	Jan., '83	21,843	35,767	.....	.....	.....	769	1,801	555	60,735
	Year to Date '84	**23,727**	**57,842**	.....	.....	.....	**835**	**1,560**	**794**	**84,758**
	Year to Date '83	21,843	35,767	.....	.....	.....	769	1,801	555	60,735
(Memo Units) #	**Jan., '84**	**22,270**	**19,573**	.....	.....	.....	.....	.....	.....	**41,843**
	Jan., '83	16,258	14,196	.....	.....	.....	.....	.....	.....	30,454
	Year to Date '84	**22,270**	**19,573**	.....	.....	.....	.....	.....	.....	**41,843**
	Year to Date '83	16,258	14,196	.....	.....	.....	.....	.....	.....	30,454
FREIGHTLINER	**Jan., '84**	.....	.....	.....	.....	.....	.....	.....	**1,066**	**1,066**
	Jan., '83	.....	.....	.....	.....	.....	.....	.....	554	554
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**1,066**	**1,066**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	554	554
GMC	**Jan., '84**	**9,707**	**9,813**	**99**	.....	**154**	**356**	**824**	**553**	**21,506**
	Jan., '83	6,972	7,234	.....	.....	34	357	619	354	15,570
	Year to Date '84	**9,707**	**9,813**	**99**	.....	**154**	**356**	**824**	**553**	**21,506**
	Year to Date '83	6,972	7,234	.....	.....	34	357	619	354	15,570
(Memo Units) #	**Jan., '84**	**6,073**	**3,147**	.....	.....	.....	.....	.....	.....	**9,220**
	Jan., '83	3,996	1,966	.....	.....	.....	.....	.....	.....	5,962
	Year to Date '84	**6,073**	**3,147**	.....	.....	.....	.....	.....	.....	**9,220**
	Year to Date '83	3,996	1,966	.....	.....	.....	.....	.....	.....	5,962
INTERNATIONAL	**Jan., '84**	.....	.....	.....	.....	.....	**1,009**	**985**	**1,608**	**3,602**
	Jan., '83	.....	.....	.....	.....	.....	1,478	812	1,378	3,668
	Year to Date '84	.....	.....	.....	.....	.....	**1,009**	**985**	**1,608**	**3,602**
	Year to Date '83	.....	.....	.....	.....	.....	1,478	812	1,378	3,668
JEEP	**Jan., '84**	**8,557**	**2,108**	.....	.....	.....	.....	.....	.....	**10,665**
	Jan., '83	2,503	2,445	.....	.....	.....	.....	.....	.....	4,948
	Year to Date '84	**8,557**	**2,108**	.....	.....	.....	.....	.....	.....	**10,665**
	Year to Date '83	2,503	2,445	.....	.....	.....	.....	.....	.....	4,948
(Memo Units) #	**Jan., '84**	**8,557**	**1,797**	.....	.....	.....	.....	.....	.....	**10,354**
	Jan., '83	2,503	2,031	.....	.....	.....	.....	.....	.....	4,534
	Year to Date '84	**8,557**	**1,797**	.....	.....	.....	.....	.....	.....	**10,354**
	Year to Date '83	2,503	2,031	.....	.....	.....	.....	.....	.....	4,534
KENWORTH	**Jan., '84**	.....	.....	.....	.....	.....	.....	.....	**1,025**	**1,025**
	Jan., '83	.....	.....	.....	.....	.....	.....	.....	444	444
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**1,025**	**1,025**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	444	444
MACK	**Jan., '84**	.....	.....	.....	.....	.....	**184**	**17**	**1,124**	**1,325**
	Jan., '83	.....	.....	.....	.....	.....	157	53	878	1,088
	Year to Date '84	.....	.....	.....	.....	.....	**184**	**17**	**1,124**	**1,325**
	Year to Date '83	.....	.....	.....	.....	.....	157	53	878	1,088
MERCEDES-BENZ	**Jan., '84**	.....	.....	.....	.....	.....	**122**	**58**	.....	**180**
	Jan., '83	.....	.....	.....	.....	.....	96	35	.....	131
	Year to Date '84	.....	.....	.....	.....	.....	**122**	**58**	.....	**180**
	Year to Date '83	.....	.....	.....	.....	.....	96	35	.....	131
PETERBILT	**Jan., '84**	.....	.....	.....	.....	.....	.....	.....	**781**	**781**
	Jan., '83	.....	.....	.....	.....	.....	.....	.....	499	499
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**781**	**781**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	499	499
PLYMOUTH	**Jan., '84**	**4,059**	**26**	.....	.....	.....	.....	.....	.....	**4,085**
	Jan., '83	358	240	.....	.....	.....	.....	.....	.....	598
	Year to Date '84	**4,059**	**26**	.....	.....	.....	.....	.....	.....	**4,085**
	Year to Date '83	358	240	.....	.....	.....	.....	.....	.....	598
VOLVO	**Jan., '84**	.....	.....	.....	.....	.....	.....	**85**	**36**	**121**
	Jan., '83	.....	.....	.....	.....	.....	.....	70	38	108
	Year to Date '84	.....	.....	.....	.....	.....	.....	**85**	**36**	**121**
	Year to Date '83	.....	.....	.....	.....	.....	.....	70	38	108
WESTERN STAR	**Jan., '84**	.....	.....	.....	.....	.....	.....	.....	**33**	**33**
	Jan., '83	.....	.....	.....	.....	.....	.....	.....	21	21
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**33**	**33**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	21	21
WHITE	**Jan., '84**	.....	.....	.....	.....	.....	.....	.....	**625**	**625**
	Jan., '83	.....	.....	.....	.....	.....	.....	.....	181	181
	Year to Date '84	.....	.....	.....	.....	.....	.....	.....	**625**	**625**
	Year to Date '83	.....	.....	.....	.....	.....	.....	.....	181	181
MISCELLANEOUS*	**Jan., '84**	**45,072**	**442**	**8**	**61**	.....	.....	**4**	**55**	**45,642**
	Jan., '83	29,258	620	.....	7	3	.....	15	38	29,941
	Year to Date '84	**45,072**	**442**	**8**	**61**	.....	.....	**4**	**55**	**45,642**
	Year to Date '83	29,258	620	.....	7	3	.....	15	38	29,941
TOTALS	**Jan., '84**	**149,444**	**115,574**	**2,431**	**61**	**175**	**2,868**	**4,034**	**7,811**	**282,398**
	Jan., '83	101,124	75,496	87	7	62	3,204	3,826	4,990	188,796
	Year to Date '84	**149,444**	**115,574**	**2,431**	**61**	**175**	**2,868**	**4,034**	**7,811**	**282,398**
	Year to Date '83	101,124	75,496	87	7	62	3,204	3,826	4,990	188,796

★—New York and Oklahoma figures compiled from manufacturers' sales records, 1984; no registrations for Oklahoma, 1983.

#—Memo units are trucks which are part of the total listed above each entry. Chevrolet memo units are Chevy Van, El Camino and Blazer; Dodge, compact trucks, Ford, Econoline, Ranchero and Bronco; GMC, Vandura, Jimmy and Sprint; International Scout, Jeep, CJ-5, CJ-6 and Commando. *—Miscellaneous includes imports, Divco, Hendrickson, Oshkosh, etc.